

Wine Group Inc, The in Alcoholic Drinks (USA)

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Abstracts

The Wine Group Inc's Underdog Wine & Spirits division will likely be at the centre of the company's growth over the forecast period, with its innovative brands such as Cupcake, Fish Eye and flipflop targeted at millennial consumers. According to a company representative, the wine industry is currently focusing on "sustainable growth", ie rebalancing supply and demand so that value precedes volume. This can also be expected to be the company's near future strategy. In 2013 and the coming years,...

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